RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

March 20, 1998

RJR Account #091800
Mr. G. Burns
CAPITAL CANDY CO., INC.

SALEM TEAR TAPE PROMOTION #800438: APRIL - JUNE

Dear George:

SALEM .30¢ Tear Tape product has been ordered, as well as **9** SKUs of 40-Pack Displays (Item #541964 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. Displays should be maintained by retailer for future *Salem .30¢ Tear Tape* promotional shipments (see enclosed Retailer Letter). This product is being shipped @ .30¢ off-invoice.

Display Detail / Item #541964

SKU CUBE:	**0.5020**
SKU WT (w/o Product):	**1.1350 lbs**
Retail Sales Offers per Sku:	**40 units**
Billing per Sku:	**4 Full Price Cartons**

SUFFICIENT PRODUCT HAS BEEN PROVIDED TO SHIP THIS PROMOTION OVER A 3-MONTH DISTRIBUTION PERIOD TO YOUR RETAILERS ON THE ATTACHED CUSTOMER LIST. NO ADDITIONAL PRODUCT WILL BE SHIPPED FOR THIS PROMOTION. SHIP NUMBER OF CARTONS PER BRAND STYLE AS INDICATED ON THE ATTACHED CUSTOMER LISTS ON THE DESIGNATED SHIP DATES.

RJR will reimburse you $14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$28.00 (2 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

PARTNERS 'BONUS' REPORTING DESCRIPTION 'SAL 98 .30/1 PK'

As always, thanks for your assistance in the marketing of our products.

Sincerely,
Judy
J. Campbell
Promotional Coordinator / 1610
/jc
cc: B. Cook
Enc. Retailer Letter
Retail Customer List

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/zkny0000

APRIL / MAY / JUNE DELIVERY DATES
SALEM TEAR TAPE
CAPITAL CANDY CO., INC.

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-24194	*Full Flavor*	1
12300-24195	*Full Flavor 100*	1
12300-24196	*Light*	1
12300-24197	*Light 100*	1

Product / Premium Arrival: **April 6, 1998**

Ship Date to Retail: **Week of: April 13, 1998**

EFT $ Amount: **$1,188.86**

RETAIL DISTRIBUTION DATES
(REFER TO ATTACHED CUSTOMER LISTS)

APRIL DISTRIBUTION	**4/13/98 (PRODUCT AND DISPLAY)**
MAY DISTRIBUTION	**5/4/98 (PRODUCT ONLY)**
JUNE DISTRIBUTION	**6/8/98 (PRODUCT ONLY)**

PROMOTION DESCRIPTION: *EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.*

RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DRIVE PERIODS (INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER' IN EACH DISPLAY SHIPPED TO RETAIL)

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WHOLESALER : 091800 CAPITAL CANDY CO., INC. <DIRECT>
TEMPLATE : 800438 80400 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162201	162323	534821	CADYVILLE GULF	ROUTES 3 & 374	CADYVILLE	NY	12918	1	1	2	1	5		17159
162301	163827	113857	P E ST MARIE'S STOR	MAIN ST	NORTH TROY	VT	05859	1				1		13032
162301	162323	409144	MAC'S QUIK STOP	233 S MAIN ST	SAINT ALBAN	VT	05478	2	2	2	2	8		
162301	163829	584358	WILSON'S COUNTRY ST	WEST MILTON ROAD	MILTON	VT	05468	1				1		35091
162301	162323	636320	M&R BEVERAGE	BOX 154	HIGHGATE CE	VT	05459	1	1	1	1	4		
162301	162323	697266	WETHERBYS QUICK STO	75 MAIN ST	RICHFORD	VT	05476	1			1	2		11357
162301		732992	B&D MARKET	132 IRISH SETTLEM	PLATTSBURGH	NY	12901	1	3	3	3	~~10~~		
162301	162323	760795	J.A. BLOUIN'S MARKE	101 LAKE ST	SAINT ALBAN	VT	05478	1	1	1	1	4		
162302	162320	760496	FAIRHAVEN TRUCK STO	RR 2 BOX 7767	FAIR HAVEN	VT	05743	1	1	1	1	4	3435-0000	

PAGE BREAK TOTAL ACCOUNTS	9	TOTAL QUANTITY	10	9	10	10	39
TEMPLATE TOTAL ACCOUNTS	9	TOTAL QUANTITY	10	9	10	10	

April Distribution

4/13/98

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WHOLESALER : 091800 CAPITAL CANDY CO., INC. <DIRECT>
TEMPLATE : 800438 80400 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162201	162323	534821	CADYVILLE GULF	ROUTES 3 & 374	CADYVILLE	NY	12918	1	1	2	1	5		17159
162301	163827	113857	P E ST MARIE'S STOR	MAIN ST	NORTH TROY	VT	05859	1				1		13032
162301	162323	409144	MAC'S QUIK STOP	233 S MAIN ST	SAINT ALBAN	VT	05478	2	2	2	2	8		
162301	163829	584358	WILSON'S COUNTRY ST	WEST MILTON ROAD	MILTON	VT	05468	1				1		35091
162301	162323	636320	M&R BEVERAGE	BOX 154	HIGHGATE CE	VT	05459	1	1	1	1	4		
162301	162323	697266	WETHERBYS QUICK STO	75 MAIN ST	RICHFORD	VT	05476	1			1	2		11357
162301		732992	B&D MARKET	132 IRISH SETTLEM	PLATTSBURGH	NY	12901	1	3	3	3	10		
162301	162323	760795	J.A. BLOUIN'S MARKE	101 LAKE ST	SAINT ALBAN	VT	05478	1	1	1	1	4		
162302	162320	760496	FAIRHAVEN TRUCK STO	RR 2 BOX 7767	FAIR HAVEN	VT	05743	1	1	1	1	4	3435-0000	

PAGE BREAK TOTAL ACCOUNTS 9 TOTAL QUANTITY 10 9 10 10 39

TEMPLATE TOTAL ACCOUNTS 9 TOTAL QUANTITY 10 9 10 10

May Distribution

5/4/98

51845 6672

WHOLESALER : 091800 CAPITAL CANDY CO., INC. <DIRECT>
TEMPLATE : 800438 80400 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162201	162323	534821	CADYVILLE GULF	ROUTES 3 & 374	CADYVILLE	NY	12918	1	1	2	1	5		17159
162301	163827	113857	P E ST MARIE'S STOR	MAIN ST	NORTH TROY	VT	05859	1				1		13032
162301	162323	409144	MAC'S QUIK STOP	233 S MAIN ST	SAINT ALBAN	VT	05478	2	2	2	2	8		
162301	163829	584358	WILSON'S COUNTRY ST	WEST MILTON ROAD	MILTON	VT	05468	1				1		35091
162301	162323	636320	M&R BEVERAGE	BOX 154	HIGHGATE CE	VT	05459	1	1	1	1	4		
162301	162323	697266	WETHERBYS QUICK STO	75 MAIN ST	RICHFORD	VT	05476	1			1	2		11357
162301		732992	B&D MARKET	132 IRISH SETTLEM	PLATTSBURGH	NY	12901	1	3	3	3	~~38~~ 10		
162301	162323	760795	J.A. BLOUIN'S MARKE	101 LAKE ST	SAINT ALBAN	VT	05478	1	1	1	1	4		
162302	162320	760496	FAIRHAVEN TRUCK STO	RR 2 BOX 7767	FAIR HAVEN	VT	05743	1	1	1	1	4	3435-0000	

PAGE BREAK TOTAL ACCOUNTS 9 TOTAL QUANTITY 10 9 10 10 39

TEMPLATE TOTAL ACCOUNTS 9 TOTAL QUANTITY 10 9 10 10

June Distribution

6/8/98

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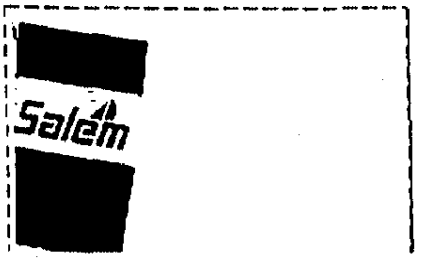

To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH FUTURE SALEM PROMOTIONS THROUGHOUT 1998.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND $3.00 OFF/ CARTON PROMOTED PRODUCT WHICH IS IS TO BE PLACED INTO THE 40-PACK DISPLAY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS.

IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

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